



MONTANA
CHAMBER
FOUNDATION

New Business The Prospects High School Educator/Student 2026

What/Why

What: We are so excited to hear about your ideas! This category is for those who haven't put their ideas into motion yet, but have a great idea for a new product or service. In this category, you will create a plan for your current business idea. You are not expected to act on this plan, just map out the information and share it.

Why: We know that there are tons of ideas out there, and sometimes you just need to organize your thoughts to see if that idea would be a viable business! Use this platform to share those budding ideas.

Requirements:

- Written summary - 1,000 words maximum
- 2 minute pitch video
- Waiver form signed by an educator or parent/guardian
- Students may submit their project individually as a group

Waiver Form- can be signed by an educator or parent/guardian. If in a group or team, each student will need their own waiver. If submitting as an all class project, only one waiver will be required.

Submittable Link- This is the link to Submittable where you will submit your project. If you have not set up an account with Submittable, you will need to do so. Please reach out with any questions during the submissions process.

Written Summary:

Maximum of 1,000 words. This rubric is the content we would like to see in the written summary and what the judges will be grading it on.

Written Summary - The name of the business idea has been clearly stated and an explanation of what it is

- ☐ Clearly state the name of your product/service idea.
- ☐ Explain what your product/service is or what its primary function is.

Written Summary - The problem the student is working to solve is clearly stated and the solution the new business provides for the problem has been explained.

- ☐ What is the perceived problem you are aiming to solve with your product or service?
- ☐ The solution your product/service provides for the stated problem has been clearly explained. (i.e- no one for concessions, lack of eating places, new invention, etc.)

Written Summary - The student has included if this new business exists or not.

- ☐ If your business already exists, what differentiates yours and why would someone want to purchase it over the competitors
- ☐ If your business does not currently exist, please state this.

Written Summary - The student has clearly identified their target market. Once stated with a brief explanation of how the target market was chosen, the student has explained how they would run and market their business to their target market.

- ☐ Who is your chosen target market
- ☐ How did you determine your target market (i.e observations, polls, interviews, etc.)
- ☐ How would you run your business (i.e- how would you sell? Online, in person, at fairs, at school, etc.)
- ☐ Marketing- how would you market your product/service? (i.e poster, billboards, word of mouth, social media, etc. Please be very specific).

Written Summary - Findings from a S.W.O.T Analysis have been briefly included

- ☐ Perform a S.W.O.T analysis of your business and briefly include your findings

[S.W.O.T Analysis Lesson Plan](#)

[S.W.O.T Analysis- Empowered Hub-](#) Need to have a Free Empowered Hub Account to access.

Written Summary - A breakdown of the financials has been provided (i.e. how much they sell for, how did that number come to be, what is the cost to create their product/service, future projections, etc.)

- ☐ Provide a breakdown of your finances- how much would you sell for, how did you come up with that number, what is the cost to create your product/service, future projections, overhead etc.
- ☐ This can be done in written form or put into a table but some kind of financial information must be included.

Additional OPTIONAL Info to help make your written pitch interesting:

- ☐ Ensure your written summary is easy to understand and you have displayed passion and knowledge throughout your written summary.
- ☐ Add additional content that makes your entry original (i.e include what your inspiration was, make it personable, hook the judges, etc.)

Video

Maximum of 2 minutes. We understand sometimes you need a few extra seconds, anything over 2 minutes and 15 seconds will be disqualified. This rubric is the content we would like to see in the video and what the judges will be grading it on.

Video - Clear introduction. The name of the new business has been clearly stated along with a brief explanation of the product/service.

- ☐ You have introduced yourself/team and clearly stated the name of the new business idea
- ☐ Provide a brief explanation of your product/service

Video - The problem the new business is working to solve has been specifically addressed (example- no one to run concessions, needing a coffee cart etc.) and how the new business solves the problem is explained.

- ☐ The problem you are working to solve has been specifically addressed (example- lack of baked goods, limited welders, etc.)
- ☐ How your particular product/service solves this problem is explained

Video - The intended target market is clearly stated and a brief explanation on why and how the target market was chosen.

- ☐ The intended target market that you help with your product is clearly stated
- ☐ A brief explanation on why and how the target market was chosen (example- you live in a town that does not have a bakery so you bake cookies and sell them at the local coffee shop on Friday's; you have a passion for making jewelry and you create western pieces because that is a popular style for teens/women in your area, etc.)

Video - The student has provided some kind of a visual for their product or service (I.e. a sketch, 3D printed model, clay sculpture, mockup of marketing materials, video of the space being used for business, how they create the product, etc.)

- ☐ Provide some kind of a visual of your product/service. This could be a sketch, 3D printed model, clay sculpture, mockup of marketing materials, video of the space being used for business, how you create the product, etc.

Video Pitch - It is evident that this idea could be attainable and makes sense.

- ☐ Provide information that proves this is a viable idea

Additional OPTIONAL Info to help make your video interesting:

- ☐ What makes you passionate about your New Business idea?
- ☐ Be clear with your explanation of your product/service
- ☐ Try and add some production value to your video so it's not just you sitting in your bedroom explaining your idea.
- ☐ Additional content that makes your entry original (not just going down the list of this rubric)